C4722-2

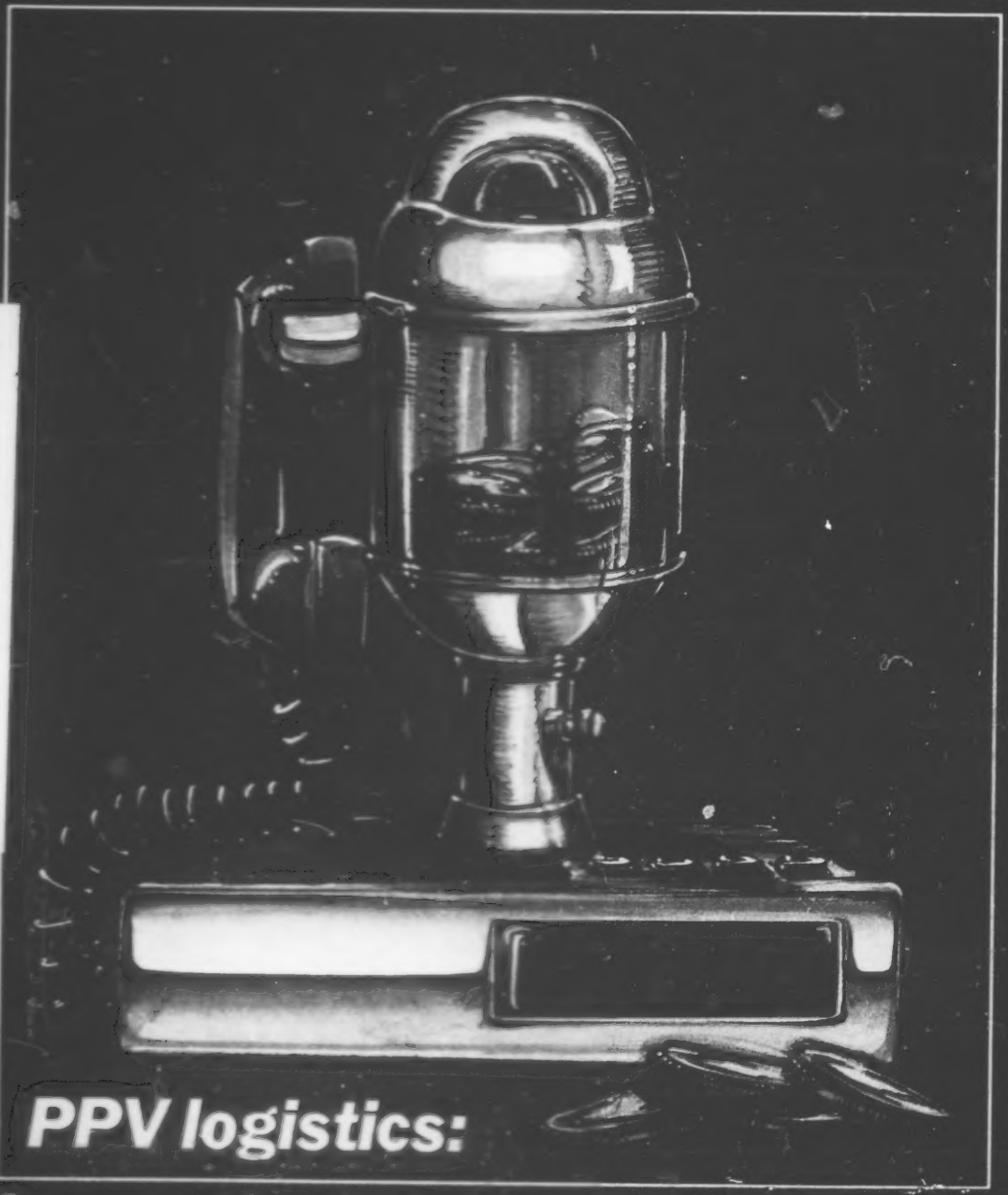
- Ted Turner bids for CBS
- Hearns/Hagler is PPV success
- Cox selling Tucson system, looking at other sales
- TCI to manage Washington, D.C., system

Upheaval over must-carry

CableVision

The news and features weekly of the cable television industry

April 22, 1985



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PPV logistics:

In search of the perfect machine

Leading the week.....11-23

HBO sub count drops

Home Box Office's subscriber count drops 5.5 percent during the first quarter of 1985, according to one analyst.

Turner makes play for CBS takeover

Ted Turner announces his proposed takeover of CBS, eliciting a host of reactions by financial experts and initiating an involved process of evaluation by federal agencies.

Must-carry rules challenged

Two players in the cable industry challenge the constitutionality of the Federal Communications Commission's must-carry rules in federal court.

FCC's must-carry rules

Members of Congress tell NAB conference attendees that their support of the Federal Communications Commission's must-carry rules hinges on modifications that would eliminate substantial duplication of network programming.

Cox's cable divestiture

Analysts wonder how far Cox Communications will go in divesting itself of its cable holdings in the wake of several developments that suggest the company could be looking at further system sales.

Storer takeover battle

Storer Communications takes its fight against a hostile takeover to the pages of the *New York Times* and *Wall Street Journal*, and Chairman and CEO Peter Storer terms the proposed takeover "ill-considered" and "unrealistic."

CTAM '85

This year's Cable Television Administration and Marketing Society's 11th annual conference will focus on the execution of marketing and business plans and instruct operators on the best ways to increase the bottom line.

Sat-delivered programming

Senator Gore will soon introduce a bill that would restrict the scrambling of satellite-delivered programming services.

W-A's Pittsburgh sale trims losses

The annual report of American Express, a 50-percent owner of Warner Amex Cable, reveals the cable division has trimmed its losses over last year by a considerable amount, in large part due to Warner Amex's sale of its Pittsburgh system to Tele-Communications Inc.

Times Fiber sales

United Cable in Alameda and Storer Communications in Dallas and Houston have signed orders totaling $600,000 for Times Fiber's Mini-Hub II, an off-premises, star-switched system.

Hagler-Hearns a knockout

Promoters of the boxing showdown estimate that about 175,000 cable households viewed the bout live on a pay-per-view basis, and Home Box Office gets the rights to cablecast Marvelous Marvin Hagler's middleweight championship victory.

TCI to manage D.C. system

In what Tele-Communications Inc. officials term an "interim" agreement, the nation's largest MSO will manage District Cablevision Inc.'s Washington, D.C., cable television system.

Pioneer boasts new addressable hardware

Pioneer Electronics will start mass production next month of an enhanced addressable hardware line that already has elicited more than $30 million in advance orders from MSOs.

Oak Industries' 1984 results

Oak Industries reported a loss of $149.2 million for 1984, compared to a loss of $122.1 million the year before.

The Learning Channel

Operating at a profit over the last six months, the public affairs and educational service is seeking investors for an expansion of its schedule and an advertising partnership with other basic services.

ATC tests pay-per-view

American Television and Communications Corp. tests pay-per-view service in two of its one-way addressable systems in Honolulu and Memphis.

TBS, Showtime shows take Peabody awards

Turner Broadcasting's *Cousteau/Amazon* miniseries and Showtime's *Faerie Tale Theatre* receive honors at this year's Peabody Awards, one of the most distinguished in the television industry.

COVER STORY

Cable checks out PPV options

CableVision Editor Victoria Gits reports that operators are checking out an array of pay-per-view hardware in anticipation of a boom in PPV and in an effort to stem the erosion in pay TV in part caused by rental videocassettes. See page 26. And on page 38, Los Angeles Correspondent Chuck Ross provides the details of a Paul Kagan & Associates seminar on PPV and videocassette recorders.

Amy Madigan (left) and Carol Burnett, from a scene in HBO's 'The Laundromat.'

Review.....24

CableVision Reviewer Robert DiMatteo gives a little ink to the following specials appearing on cable: *Never Cry Wolf* (The Disney Channel), *Today's Changing Woman* (Manhattan Cable TV origination), *The Laundromat* (HBO) and *The Claus Von Bulow Retrial* (CNN).

Departments

Programming.....24
Business & Finance.....39
Stock Market.....40
Product News.....41
People.....42
Classifieds.....45
Advertisers' Index.....47
Cable Stats.....48
Mediascan.....50

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	150	2,600,000
Arts & Entertainment	1,700	12,000,000
Black Entertainment Television (BET)	425	8,456,992
Cable News Network (CNN)	7,125	31,413,000
CNN Headline News	2,165	15,282,000
C-SPAN	1,800	20,000,000
CBN Cable Network	5,160	27,168,000
Country Music Television	200	4,500,000
Entertainment & Sports Programming Network (ESPN)	9,617	34,800,000
Eternal Word Television Network(EWTN)	221	2,800,000
Family Guide II Network	37	1,600,000
Financial News Network (FNN)	11,030	18,000,000
The Learning Channel	656	5,670,000
Lifetime	2,300	24,000,000
Modern Satellite Network (MSN)	500	10,200,000
Music Television (MTV)	3,000	25,400,000
The Nashville Network	2,500	21,225,000
National Christian Network (NCN)	91	1,231,314
National Jewish Television (NJTV)	247	5,569,000
Nickelodeon	3,800	24,200,000
Odyssey	NA	6,000,000
Prime of Life	NA	7,500,000
PTL The Inspirational Network	1,145	13,000,000
Satellite Program Network (SPN)	525	11,500,000
Silent Network	242	7,200,000
SIN Television Network†	328	29,261,600
Trinity Broadcasting Network	402	5,382,000
USA Network	4,500	28,600,000
Video Hits One	423	5,500,000
The Weather Channel	1,510	16,131,000
WGN-TV	6,174	15,310,235
WOR-TV	1,263	5,068,440
WPIX-TV	152	1,050,853
WTBS-TV	8,656	33,111,000
Pay services		
Bravo (only)	128	109,000
Cinemax	2,100	2,300,000
The Disney Channel	2,300	1,800,000
GalaVision	230	160,000
Home Box Office (HBO)	5,400	14,500,000
Home Theater Network (HTN)	400	300,000
The Movie Channel	2,900	3,200,000
The Nostalgia Channel	30	80,000
The Playboy Channel	538	790,000
The Rainbow Service (American Movie Classics + Bravo)	54	213,000
Showtime	3,200	5,400,000
Audio services		
Cable Radio Network	5	300,000
Lifestyle	104	2,267,015
Moody Bible Institute	43	585,578
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo	3	146
WFMT Chicago	161	1,075,367
Text services		
AP News Cable	375	4,300,000
AP News Plus	5	30,500
Cable Sportstracker	4	266,693
Dow Jones Cable News	184	2,455,000
Electronic Program Guide (EPG)	222	4,139,741
Genesis Storytime	18	560,000
Reuters News View	325	3,250,000
TV Decisions	NA	NA
UPI Data Cable	450	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Fuji Network	7	3,759
Nippon Golden Network	7	8,400
Vector Consumer News	12	300,000
Vector Consumer Shopping Guide	17	550,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	131,000
Bay Area Religious Channel (BARC)	6	113,400
Buffalo Sabres Hockey	9	460,000
The Ecumenical Channel	6	148,100
KTVT	46	856,398
Life Newsvision	24	35,000
Madison Square Garden	57	1,800,000
Meadows Racing Network	14	446,000
MetroChannel	1	117,000
Newsday Cable	1	236,000
Texas Cable Network	12	730,000
Pay services		
Home Sports Entertainment—Houston/Dallas	68	100,000
Home Team Sports	27	52,000
New England Sports Network	72	29,569
PRISM-Philadelphia	90	373,000
Pro-Am Sports	53	26,000
The Superchannel	NA	NA
SportsChannel (New England)	62	89,000
SportsChannel (New York)	45	398,000
SportsVision (Chicago)	22	101,000
Z-Channel	21	93,210

Announced services

Regional services	Expected Launch
Box Seat	2nd quarter 1985
Dodgervision	4/85
Satellite-fed services	
The Aloha Network	TBA
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cabletix	TBA
The Choice Channel	4th quarter/85
Comedy Entertainment Network	TBA
The Discovery Channel	5/85
Discovery Computer Network	9/85
Discovery Financial Network	6/85
Discovery Music Network	6/85
Ethnic Radio Networks	2nd quarter 1985
The Exchange	4th quarter/85
International Business Network	3rd quarter 1985
Kidvid Network	TBA
Magicable	TBA
Movie Time	9/85
Satellite Concert Network	TBA
Star Video Music	TBA
Studioline	4/85
The Work Channel	TBA
United Satellite Network	6/85
X'Press	3rd quarter 1985

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision Magazine, Attention Cable Stats, P.O. Box 5208-T.A. 80217.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

† Total SIN reach. Spanish-speaking households 3,799,200.
Source: Subscriber and affiliate counts are provided by the program service for International Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
AT&T (R)
BMW (R)
Buick (R)
Dannon (N)
Ford (R)
GM (R)
Hitachi (N)
Kodak (R)
Merrill Lynch (N)
Paquet French Cruises (R)
Prudential-Bache (N)
Ralston Purina (N)
Smith Corona (N)
State of California Department of Tourism (N)
Tourism of Thailand (N)

BET
Adolph Coors (N)
American Beauty Products (N)
Anheuser-Busch (R)
AT&T (R)
Campbell's Soup (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (N)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Proctor & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Showtime/TMC (R)
Soft Sheen Products (N)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps
U.S. Postal Service (R)
Warner Lambert (N)
William Wrigley Jr. (R)

CBN Cable Network†
Campbell's Soup
Casio
Celestial Seasonings
Clorox
Consumer Reports
Fingerhut
Franklin Mint
Kimberly Clark
L.S. Records
Mature Marketing Group
Nabisco
National Dairy Association
National Geographic
National Liberty
Nestle
Newsweek
Paramount Pictures
RCA Records
S.C. Johnson
Security Documents
Sterling Drugs
Suffolk Marketing
Thompson Medical
Uncle Ben's
W.F. Young
World Communications

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (N)
Gannett (N)
GM (N)
M/A-COM (N)
McDonnell Douglas (N)
Time (N)

Dow Jones Cable News
American Express (N)
Charles Schwab (R)
Consumer Reports (R)
Forbes Stock Guide (N)
Hertz (N)
Jack Anderson's Washington Letter (N)
Pavarotti (N)
Sheridan (N)
Smithsonian magazine (R)
Standard & Poor's (R)
Xerox (N)
Zion National Bank (N)

ESPN
A.C. Delco (R)
Adidas (N)
Campbell's Soup (R)
Chevrolet (R)
Dodge (R)
Eastman Kodak (R)
Fram (N)
Hamilton Beach (N)
Hartford Insurance (N)
Honda (R)
Mercedes (R)
Merrill Lynch (N)
Moet & Chandon (N)
Porsche (N)
Quaker State (N)
Ricoh (N)
Stanley Works (N)
Thoro Systems (N)
Western Tools (N)
Western Union (N)

FNN
Allstate Insurance (N)
Chicago Board of Exchange (N)
Chicago Board of Trade (R)
Emery (N)
Hayes Computers (R)
Hitachi (N)
ITT (N)
Sorg Printing (N)
United Airlines (N)
Xerox (N)
Zion Banking (N)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raison Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes Benz of North America (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
U.S. Army Corps of Engineers (R)
Washington State Apple Commission (R)
World Book (R)

SPN†
Air Jamaica
Alexander Oil Color
American Artist magazine
Asia Society
AT&T
Bank Hapoalim
Bayer
Business Times
Casio
Chamber of Enterprise
Chesebrough Ponds
China Beer
Coca-Cola
Cone Thread
Continental Airlines
Dow Jones
El Al
ESTV Tours
Evenflo
Fisher Pen
Gerber
Grolsch Beer
Heinz
Holiday Inns
Kimberly Clark
Los Angeles Bank
National Insurance
New Zealand Meat Exports
New Zealand Railways
New Zealand Tourism Commission
Nikon
Nutrition Center

The Learning Channel
Barron's Report (R)
Charles Schwab (R)
Courage To Be Rich (N)
Living Classics (N)
Malcolm E. Smith (N)
Microwave Cookbook (N)
Scientific-Atlanta magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Campbell's Soup (N)
Hallmark Cards (R)
Lloyd's Hearing Aids (R)
Magnastitch (R)
Solarts (R)
Ultratec TDD (N)

The Weather Channel
American Motors (R)
AT&T (R)
GM (R)
Hartford Insurance (N)
International Spike (N)
Michelin (R)
Nutri/system (N)
Prudential-Bache (R)
Ralston Purina (R)
Sears Roebuck & Co.(R)
Sentry Hardware (N)
Thoro Systems (N)
Union Carbide (R)
United Airlines (R)

R denotes renewal client.
N denotes new client.
*Listing is comprised of both advertisers and program underwriters.
†New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.